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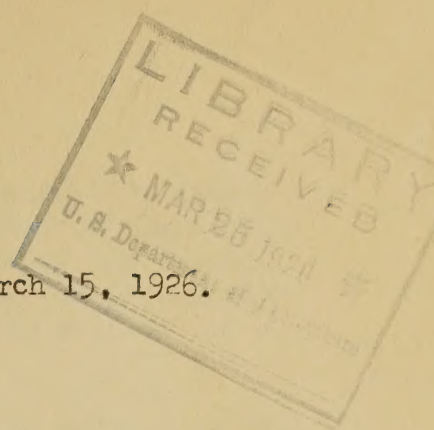
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MEMORANDUM

EXTENSION SERVICE

OFFICE OF EXHIBITS

March 15, 1926.



Plan for Procedure For the Department  
of Agriculture Sesquicentennial Exhibit.

With only a little over two months before the opening of the Sesquicentennial International Exposition at Philadelphia, June 1, time is the essence of this plan; the completion and installation of the Department's exhibit by the opening date is its objective; and the production of the best, most harmonious, and attractive expression of what the Department has to tell that is possible of accomplishment within the time, is its actuating motive.

A central coordinating agency is being set up within the Office of Exhibits for the handling of such matters pertaining to the Sesquicentennial exhibit as require the supervision of such an agency. This agency is for the sake of accessibility, immediateness, and uninterrupted dispatch and will function individually among the regular activities of the Office of Exhibits. It has been placed under the administrative direction of Mr. George H. Cook. The agency will bend its entire energy to the expedition of the Sesquicentennial exhibit program and will be the contact agency between the Office of Exhibits and the several bureaus and establishments of the Department. All records, data and information pertaining to the Sesquicentennial exhibit will be centralized in this agency.

To facilitate rapid production the co-ordinating agency will maintain a ready reference file of all specialized talent within the Department which, by the authority which has been extended by the Secretary, may be drawn upon for exhibit preparation by bureaus that do not have such talent in their organizations. A register of outside talent will also be maintained so that the bureaus may be furnished with the addresses of skilled workmen without delay. It is urged that bureaus avail themselves of this employment service freely.

Based on expected total allotments of space and funds and in the light of tentative estimates made by the bureaus which have been carefully considered, the Office of Exhibits has made an apportionment of space and funds for the bureaus. This apportionment is more or less arbitrary, to be sure, but a painstaking attempt has been made to apportion both space and funds in such a manner as to afford each of the bureaus opportunity for fair expression. In most of the cases the original estimates of the bureaus have been met or raised and in only a few instances has it been necessary to reduce the original estimate.

Space and funds have been apportioned in as equitable a manner as has seemed possible. If changes in either space or funds appear to be necessary they may be accomplished by adjustment among the bureaus with such advice and help as the coordinating agency may render.







"Space" is defined as the area available to the Department's Exhibit exclusive of the general passageways set aside by the exposition commission for the free movement of visitors. The space apportionment of any bureau is, therefore, its maximum allotment and any interior aisles or passageways to enable visitors to circulate among exhibit pieces must be allowed for within the bureau's apportioned space.

"Funds" for the construction of a bureau's exhibit is defined as the amounts available to the order of the bureaus for the planning, preparation, packing and crating of the exhibit and the expense of personnel employed for demonstration during the exposition.

Committees have been selected by direction of the Secretary in his letter of March 3. whose duties are to obtain and organize subject-matter, information and data; to develop the exhibit plans with the bureau exhibit representative and to cooperate with him in obtaining the materials, specimens and such other things as are necessary to the exhibits.

Responsibility for the subject-matter which is to be presented and the manner of presentation, rests with the exhibit committees and the bureau exhibit representatives. Burden of plan and preparation of the bureau exhibit and completion in time for shipment and installation by the opening date of the exposition, will rest upon the bureaus.

In order that there may run through the general assembled Department exhibit, the spirit of Department unity and congruity, insofar as that is possible by separate bureau construction, it is expected that the exhibit representative of each bureau will submit a rough sketch of the exhibit proposed by his bureau, and discuss the plan with the Preparation Division of the Office of Exhibits. That there may be no hindrance to the bureaus in getting exhibit construction under way, it is urged that these conferences be arranged for and held at the earliest possible date.

In defining responsibility, it should be understood that the Office of Exhibits is available for advice, suggestion, or other similar helpful assistance that may be desired by the bureaus.

When the bureau plans have progressed to the point where the bureaus know what form their exhibits are going to take, a general plan will be drawn by the Office of Exhibits in cooperation with the bureaus for the adequate handling and demonstration of the exhibit during the exposition.

In view of the fact that there is not time for the designing of new harmonious styles of tables, cases for the display of specimens, pictures, transparencies, etc., this plan contemplates the use of such standard exhibit furniture as the Department now has, which includes between 80 and 90 pieces. This furniture will be made available to the bureaus through the coordinating agency as far as it will reach, and the construction of any new pieces will follow the same designs. The furniture is in good condition or can be made so readily by refinishing. The coordinating agency will assist the bureaus in obtaining plans or designs for new display furniture to meet their needs.





In order that labels, legends, and signs may be harmonious throughout the Department exhibit, a Label Committee is designated which, with the assistance and advice of the Office of Exhibits, shall be responsible for determining the style, size, color, text, and other matters pertaining to labels, legends and signs.

This committee will consist of -

F. L. Goll, Bureau of Plant Industry, Chairman:

A. C. Rose, Bureau of Public Roads,

H. R. Kylie, Forest Service.

The shipping and return of the entire Department exhibit will be handled by the Exhibition Division of the Office of Exhibits without charge against the bureaus' apportionments of funds.

The Plan for fiscal procedure will be transmitted to the bureaus as soon as information can be obtained from the Exposition Commission regarding the rules and regulations governing the appropriation.

Joseph W. Hiscox  
Chief, Office of Exhibits



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